

COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

BELLSOUTH TELECOMMUNICATIONS, INC.'S ) CASE NO.  
CONSUMER eSTORE MOVERS DIRECTV® ) 2005-00163  
OFFER )

O R D E R

On April 11, 2005, BellSouth Telecommunications, Inc. ("BellSouth") filed a motion for expedited approval for a promotion entitled "Consumer eStore Movers DIRECTV® Offer."

In support of its request for expedited treatment, BellSouth states that the promotion benefits subscribers. Approval of this tariff by May 1, 2005, a date earlier than 30 days from its filing, will enable BellSouth to offer this promotion in Kentucky at the same time it is offered throughout BellSouth's region. This will benefit BellSouth and its residential customers. The Commission finds that good cause, pursuant to KRS 278.180(2), has been shown.

IT IS THEREFORE ORDERED that BellSouth's motion is granted and the tariff is approved as filed.

Done at Frankfort, Kentucky, this 26<sup>th</sup> day of April, 2005.

By the Commission

ATTEST:

  
Executive Director

Honorable Dorothy J. Chambers  
General Counsel/Kentucky  
BellSouth Telecommunications, Inc.  
601 West Chestnut Street, Room 410  
P. O. Box 32410  
Louisville, KY 40232



BellSouth Telecommunications, Inc. 502-582-2164  
4<sup>th</sup> Floor FAX 502-582-8667  
601 W. Chestnut Street  
Louisville, KY 40203

Tony Taylor  
Director  
Regulatory & External Affairs

Tony.Taylor@bellsouth.com

April 11, 2005

Elizabeth O'Donnell  
Executive Director  
Kentucky Public Service Commission  
211 Sower Boulevard  
P.O. Box 615  
Frankfort, Kentucky 40602-0615

Dear Ms. O'Donnell:

Effective on May 1, 2005, BellSouth intends to offer a new promotion called the "BellSouth Consumer eStore Movers DIRECTV ® Offer" to residence customers. During the promotional period of May 1, 2005 through August 31, 2005, existing customers that are identified as potential movers will be contacted through a variety of advertising mediums and incented with a \$45 Target ® gift card to transfer their service at BellSouth.com. This offer utilizes the eStore Movers Offer plus an additional \$10 for the purchase of DIRECTV.

Specific regulations and limitations for this promotion are as follows:

1. Offer valid in all nine (9) states – AL, GA, FL, KY, LA, MS, NC, SC, TN
2. Customers must place their orders on or before August 31, 2005.
3. Transfer orders must be successfully completed by September 23, 2005 to be eligible.
4. Limit of one (1) Target® Gift Card per BellSouth customer account.
5. Within four to six weeks (4-6) after the online order has completed, a redemption e-mail, which includes a mail-in coupon, will be distributed to the customer's e-mail address that was submitted with the online order.
6. Coupon postmark deadline is ninety (90) calendar days from the order completion date to be eligible.
7. Orders submitted at BellSouth.com that are cancelled before implemented are not eligible.
8. Orders submitted at BellSouth.com that are completed offline (i.e. calling and completing order with a representative), are not eligible.

All BellSouth marks contained herein are owned by BellSouth Intellectual Property Corporation.  
Target ® is a registered trademark of Dayton Hudson Brands, Inc.  
DIRECTV ® is a registered trademark of DIRECTV, Inc.

PUBLIC SERVICE COMMISSION  
OF KENTUCKY  
EFFECTIVE  
5/01/2005  
PURSUANT TO 807 KAR 5:011  
SECTION 9 (1)

By   
Executive Director

Elizabeth O'Donnell

April 11, 2005

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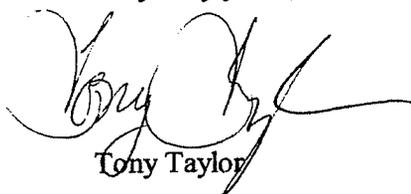
9. Orders submitted and completed online from a URL other than BellSouth.com are not eligible for this offer.
10. BellSouth is not responsible for mis-delivery or non-delivery of redemption e-mails due to errors in, or subsequent changes to, e-mail addresses provided by customers.
11. BellSouth may discontinue this promotion at any time.
12. This promotion is only available to customers where BellSouth service and facilities are available.
13. Offer is limited to new customers of DIRECTV® (existing and former DIRECTV® customers are not eligible).
14. Customers living in areas where BellSouth Entertainment is available will not receive the DIRECTV® offer.
15. Customers who order DIRECTV® in a separate transaction will not receive the forty-five dollar (\$45.00) offer (they will receive the existing thirty-five dollar (\$35.00) offer).
16. Offer is available to BellSouth employees.

Due to an oversight, an advance notice was not filed for this promotion. Please see the enclosed petition for expedited approval. We apologize for any inconvenience this oversight might cause the Commission and staff.

Attached is a revenue and cost analysis for this offer. Please see the enclosed petition for confidential treatment of sensitive competitive information.

If there are any questions concerning this proposal, please call Jim Tipton at 502-582-8925.

Very truly yours,



Tony Taylor

PUBLIC SERVICE COMMISSION  
OF KENTUCKY  
EFFECTIVE  
5/01/2005  
PURSUANT TO 807 KAR 5:011  
SECTION 9 (1)

By   
Executive Director

Revenue and Cost Analysis  
(Assume Customers, 24 Month Average In Service)

Revenue:

Cost:

Cost of Goods  
Benefit (\$45 X breakage)  
Total

Contribution

PUBLIC SERVICE COMMISSION  
OF KENTUCKY  
EFFECTIVE  
5/01/2005  
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SECTION 9 (1)

By   
Executive Director

COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

CONSUMER ESTORE MOVERS DIRECTV® OFFER )

BELLSOUTH TELECOMMUNICATIONS, INC.'S  
MOTION FOR EXPEDITED TREATMENT

BellSouth Telecommunications, Inc. ("BellSouth"), by counsel, pursuant to KRS 278.180(2), moves the Commission for expedited treatment of its promotion offer described in the attached letter and states in support of this motion as follows:

BellSouth files herewith a notice of its intent to offer a new promotion called the Consumer eStore Movers DIRECTV® Offer effective May 1, 2005. This promotion offers existing customers an incentive to transfer their service via BellSouth.com. The proposed effective date of May 1, 2005, does not allow for the normal 30-day review process.

Kentucky law allows the Commission to approve a shortened time period in which a reduction in rates may be made. KRS 278.180(2).

BellSouth requests that the Commission approve BellSouth's request to offer this promotion to qualified residential

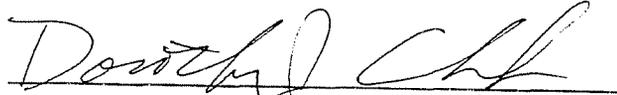
DIRECTV® is a registered trademark of DIRECTV, Inc.

customers in Kentucky beginning on May 1, 2005. If the Commission grants this motion for expedited treatment, BellSouth will be able to have this promotion effective in Kentucky in the same manner that it is planned to be offered in the other eight states in BellSouth's region. This promotion is a benefit to qualified customers, and it would be advantageous for qualified Kentucky customers to have the opportunity of the promotion at the same time that customers in BellSouth's other states are able to participate in this promotion.

As this Commission noted in its April 29, 2003, Order in Case No. 2002-00276, Petition of BellSouth Telecommunications, Inc. for Presumptive Validity of Tariff Filings, the Commission was in agreement with BellSouth's desire to get products and services and lower prices to the public more expeditiously. Therein, the Commission encouraged BellSouth, as well as other telecommunications carriers, to take advantage, on a case by case basis, of the existing provisions of KRS 278.180.

For the foregoing reasons, BellSouth respectfully requests that the Commission grant its Motion for Expedited Treatment and permit the proposed promotion to be effective on May 1, 2005.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Dorothy J. Chambers", written over a horizontal line.

Dorothy J. Chambers  
601 W. Chestnut Street, Room 407  
P. O. Box 32410  
Louisville, KY 40232  
Telephone No. (502) 582-8219

COUNSEL FOR BELLSOUTH  
TELECOMMUNICATIONS, INC.

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